



Become a Family Farm Day Sponsor Today!

On Saturday, August 29, farms throughout Schoharie, Otsego, and Delaware Counties will open their gates, barn doors, and farm stands to welcome visitors to the **14th Annual Family Farm Day (FFD)**. A well-established regional agritourism event, FFD attracts visitors from near and far to local farms and area businesses. As a sponsor, your business can benefit from the visibility and regional reach generated by Family Farm Day.

Family Farm Day promotions (including print and social media) reach audiences from Albany through the Hudson Valley, west to Binghamton, and north to Utica in both print and social media, and the tourism programs in three counties reinforce our promotional efforts. All of this will help to maximize the visibility of your farm business.

Sponsor registration is open through Wednesday, April 29. Display ad submission and payment is due by Wednesday, April 29. Sponsorship details are provided below and are available at www.cceschoharie-otsego.org/family-farm-day/sponsors.

Questions? Call 518.234.4303 (x122) or kmd322@cornell.edu.

Background / Updates

During Family Farm Day, local farms and farm-related businesses welcome visitors to explore their operations, sample products, and enjoy tours, demonstrations, and hands-on activities, which are all great reasons to spend the day, or even the weekend, in our region.

A Family Farm Day rack card and the FFD Farm Guide will promote the event from June through August. Sponsor display ads are featured in the Farm Guide. **Display ad space is limited and will be assigned on a first-come, first-served basis.**

The Farm Guide is a two-sided, full-color 18" W × 23.5" H map that folds to a 4" × 9" rack-card size for display racks. Rural News Service* distributes the rack cards and Farm Guides through their extensive network of display racks (refilled weekly). The Farm Guide will also be available to farms and posted online as a downloadable PDF.

Thank you for participating in the Family Farm Day Sponsorship Program!

Kelley Doolin and Desiree Keever
CCE Family Farm Day 2026 Co-Coordinator

*About 10,000 FFD Farm Guides will be distributed by Rural News Services (RNS) at over 350 locations across an area that encompasses Utica/the Mohawk Valley, Albany/Capital Region, Binghamton, the Catskills, and the Hudson Valley to Middletown/Newburgh. Additional Farm Guides will be available at Cooperative Extension offices, tourism centers, participating farms, farmers' markets, and other outlets.

Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities. Please contact the Cornell Cooperative Extension of Schoharie and Otsego Counties office if you require an accommodation.



Sponsorship Registration Form

**Registration forms and associated ads are accepted through April 29.
Payment is due by Friday, May 29.**

To register online and/or pay by PayPal or credit card, visit www.familyfarmday.org,
and follow the link to Sponsorship, or complete, sign, and return this form to:
CCE Schoharie and Otsego Counties, 173 South Grand St., Suite 1, Cobleskill, NY 12043
Make checks payable to CCE Schoharie and Otsego Counties.

For more information, contact:

Kelley Doolin, kmd322@cornell.edu/ 518-234-4303 (x122).

Business name _____

Contact person _____

Address _____

City _____ State _____ Zip _____

Phone(Day/Preferred) _____ (Alternate) _____

Email _____

Signature _____ Date _____

*Please check your sponsorship level below (explanation on back).
Display ads are placed on a first-come, first-served basis.*

_____ **Barn Raiser \$1,250**

_____ **Harvester \$800** _____ Ad on Farm Guide OR _____ Logo on FFD Swag

_____ **Cultivator \$500**

_____ **Pollinator \$250**

_____ **Seed Starter \$100**

_____ **Foodie (Restaurants Only) \$25**

Thank you for supporting Family Farm Day and local agriculture!

Sponsorship Levels and Benefits

Barn Raiser – \$1,250 & up - Take a leading role in supporting Family Farm Day while putting your business front and center for the thousands of visitors exploring farms across our region.

- Three-fourths panel color display ad in the Farm Guide (6.75” W x 3” H) - Featured placement on the Farm Guide **AND** Logo on select FFD giveaways (ex. bags for visitors, shirts for farmers)
- 6 posts on FFD social media, recognition on FFD website; link to business website, the Farm Guide (map) pdf link is accessible for the season.
- Recognition in the Delaware County Ag News as a program sponsor
- Special recognition at our Annual Meeting Program in October
- Recognition as a top-level sponsor in event recap communications

Harvester – \$800 & up - Make the most of Family Farm Day by sharing your business with visitors traveling throughout the region in search of local farms, food, and experiences.

- Half-panel color display ad in Farm Guide (3.5” W x 4.125” H) **OR** Logo on select FFD giveaways (bags for visitors, shirts for farmers)
- 4 posts on FFD social media, recognition on FFD website; link to business website, the Farm Guide (map) pdf link is accessible for the season.
- Recognition in the Delaware County Ag News as a program sponsor
- Special recognition at our Annual Meeting Program in October

Cultivator – \$500 & up - Grow your visibility while supporting a community event that connects visitors with the farms and businesses that make our region unique.

- Half-panel color display ad in Farm Guide (3.5” W x 4.125” H)
- 3 posts on FFD social media, recognition on FFD website; link to business website, the Farm Guide (map) pdf link is accessible for the season.
- Recognition in the Delaware County Ag News as a program sponsor

Pollinator – \$250 & up - Spread the word about your business while helping Family Farm Day reach visitors across our farming communities.

- Quarter-panel color display ad in Farm Guide (3.5” W x 2.0” H)
- Recognition on FFD website; link to business website
- 2 posts on FFD social media

Seed Starter – \$100 & up - Help a participating farm take part in Family Farm Day while introducing visitors to your business.

- Sponsor a farm’s participation in this year’s event
- Recognition on FFD website; link to business site
- 1 social media post highlighting your sponsorship

Foodie – \$25 (Restaurants Only) - Let visitors know where to refuel during their Family Farm Day adventure by highlighting your restaurant as a local dining option.

- Recognition on FFD website; link to business site
- 1 social media post featuring participating restaurants

DISPLAY ADS: 300 ppi files in JPG, PNG, or PDF format must be emailed to kmd322@cornell.edu by April 29, 2026



Sponsorship Benefit	Barn Raiser \$1,250+	Harvester \$800+	Cultivator \$500+	Pollinator \$250+	Seed Starter \$100+	Foodie \$25
Description	Leading visibility during Family Farm Day	Regional exposure during the event	Support community agriculture	Increase awareness during the event	Support a participating farm	Highlight local dining options
Farm Guide Ad	¾ panel (6.75" x 3")	½ panel (3.5" x 4.125") OR giveaway logo	½ panel (3.5" x 4.125")	¼ panel (3.5" x 2")	—	—
Featured placement in sponsor section	✓	—	—	—	—	—
Logo on FFD giveaways	✓	Optional instead of ad	—	—	—	—
Website recognition + link	✓	✓	✓	✓	✓	✓
Farm Guide PDF online for season	✓	✓	✓	—	—	—
Social media posts	6 posts	4 posts	3 posts	2 posts	1 post	1 post
Del Co Ag News recognition	✓	✓	✓	—	—	—
Annual Meeting recognition	✓	✓	—	—	—	—
Event recap recognition	✓	—	—	—	—	—
Sponsor a farm participation	—	—	—	—	✓	—
Restaurant feature post	—	—	—	—	—	✓